



FROG SELLING

*Redefining the art of
Sales Engagement*

Once Upon a Time...



An HP Sales Rep...



Asked 20 typical sales questions...

FORTUNE
-50-



Which irritated the CIO of a Fortune 50 firm.

Facts Tell Stories Sell



FORTUNE
-50-



HP's President...



And won the deal.

Told a mobility story
about his daughter...



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DELL TO ORACLE DB ON HP

Lead Qualification and Sales Training Deck

HP + Oracle®

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A new sales approach that leverages
**Science, Storytelling,
& Social Selling**

Vector Demand Gen

Phase I

- Prospect profiling
- Targeted messaging
- Sales enablement



Phase II

- Campaign launch
- Prospect qualification
- Appointment setting



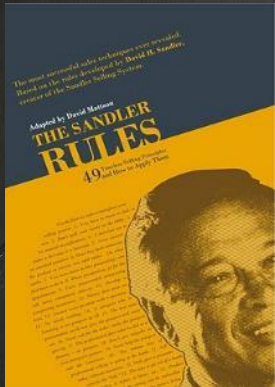
Phase III

- Scorecards
- Deal coaching
- Reports & refinement



Typical Sales Engagement is Obsolete

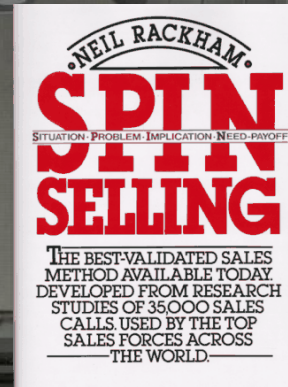
1970



1980



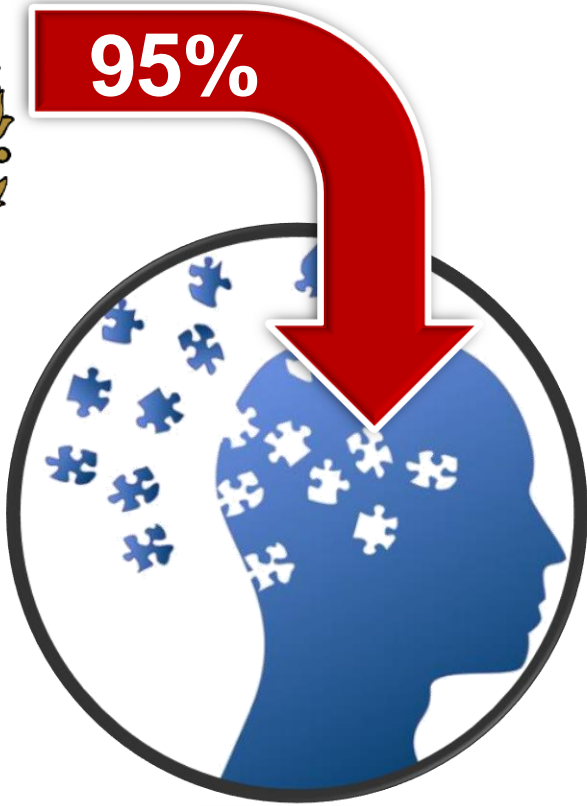
1988



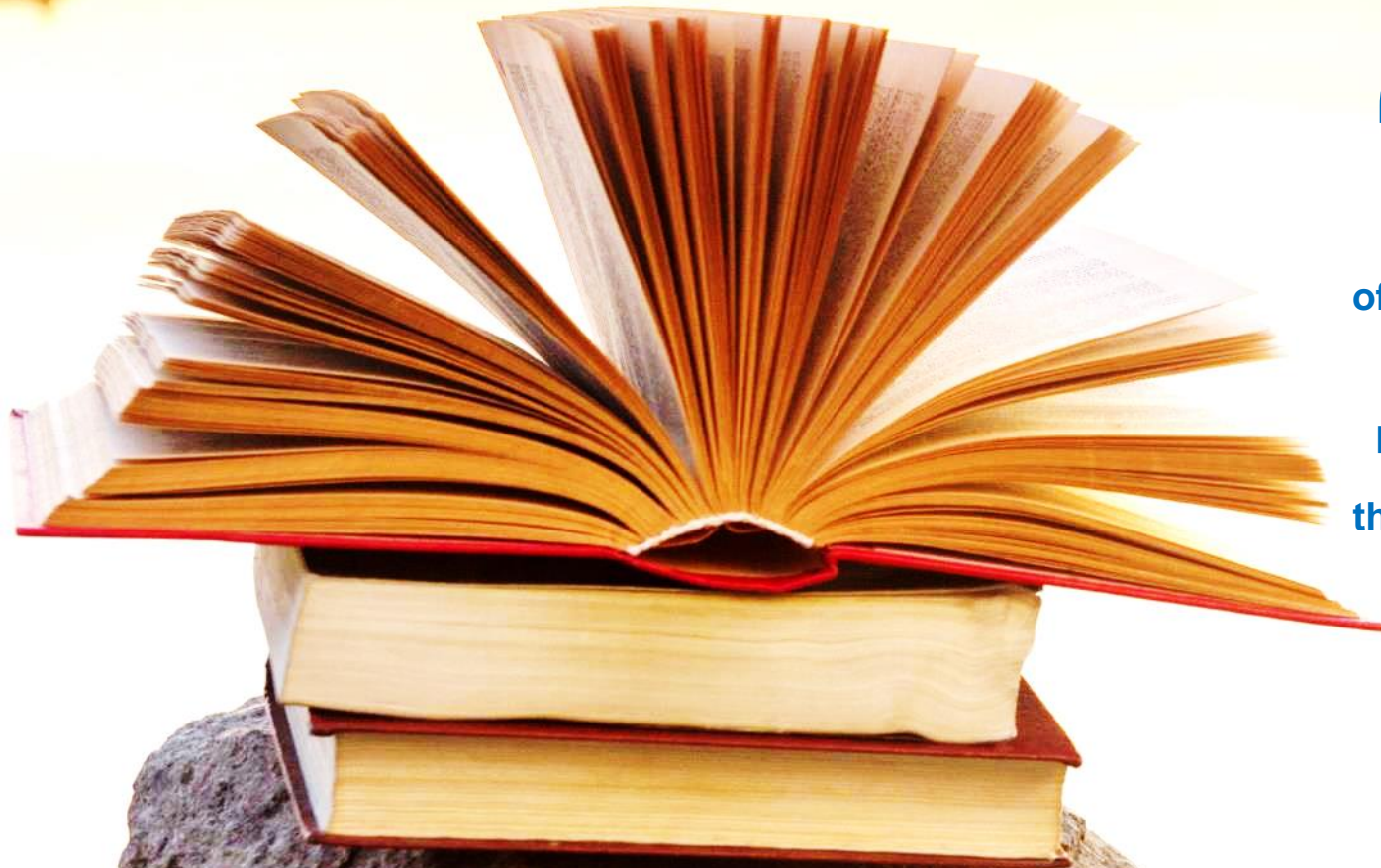
2008



New Sales Engagement Requires Science



Sales Engagement Requires Storytelling



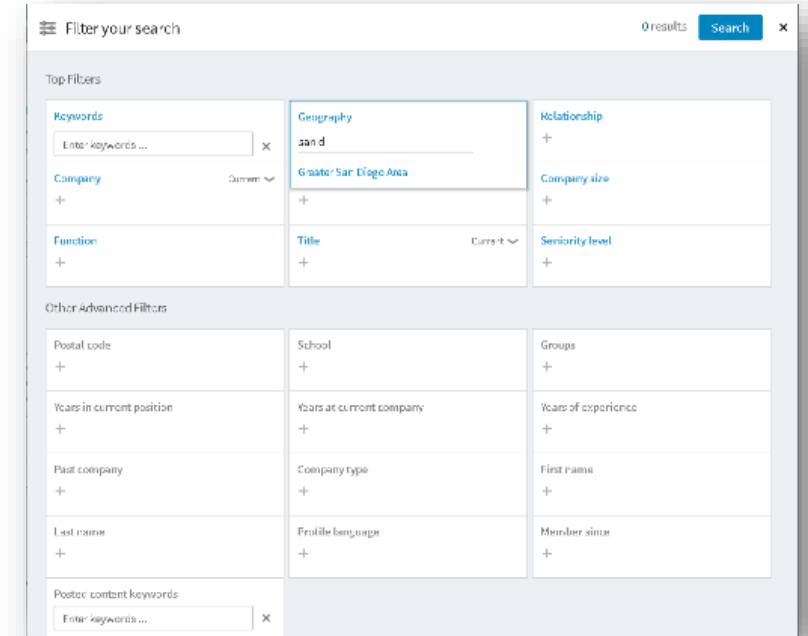
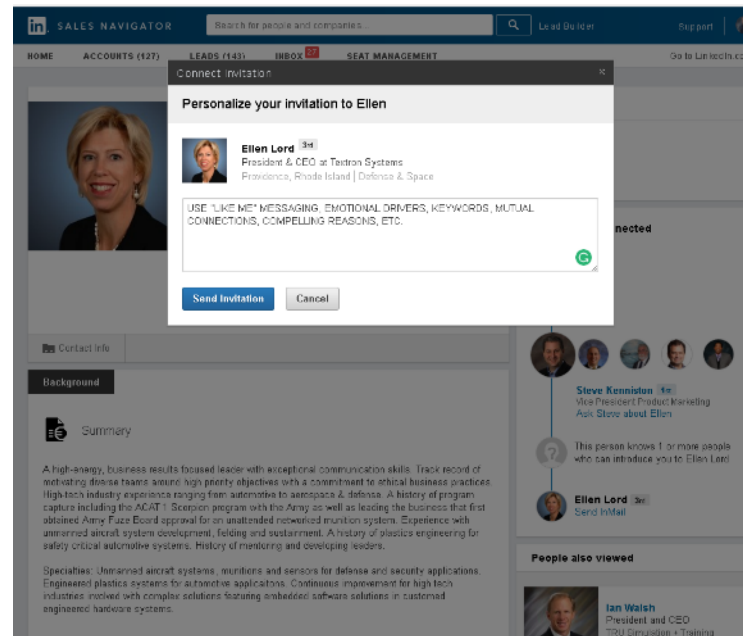
“77% “1400%

of Best-in-Class improve
messaging to tell a
better, unique STORY
that’s PERSONALIZED.

Higher viewer retention
rate when information is
presented in a STORY
format.

Sales Engagement Requires Social Selling

- Almost **600M** professionals are on LinkedIn
- Social sellers generate **38% more** new opportunities
- Trained social sellers are **3X more** likely to hit quota



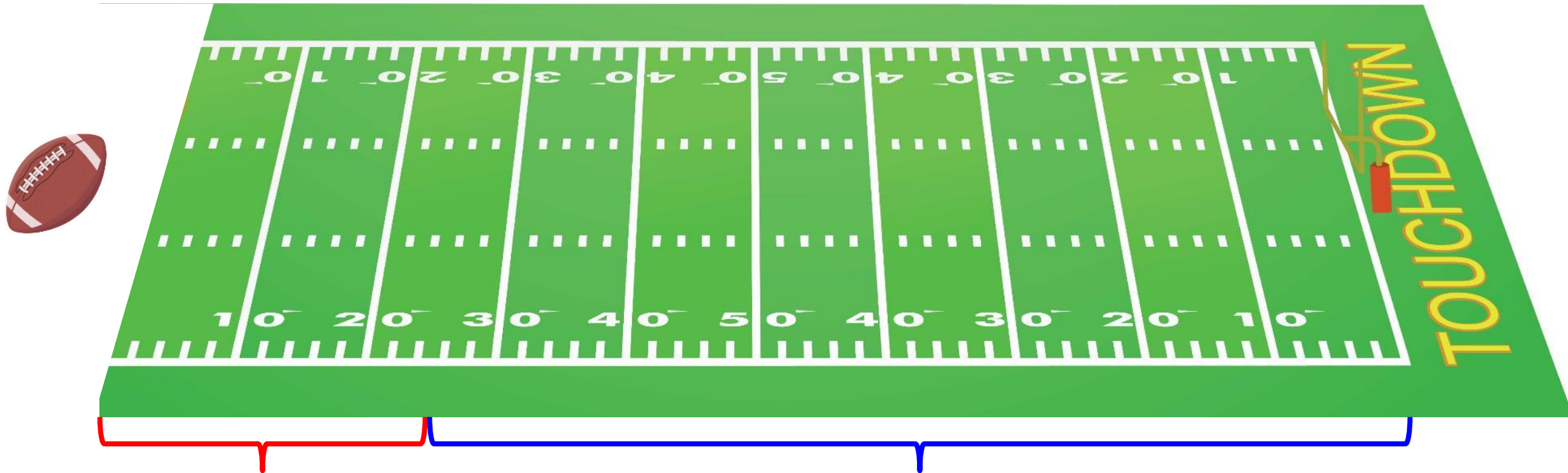
#1 Sales Problem: Lead Conversion

4.4%

“Only 4.4% of Inquiries convert to Marketing Qualified Leads. Only 7% of MQLs convert to sales.”

SiriusDecisions 

Moving the Ball



MARKETING:
INQUIRIES
To
MQLs

ISRs:
MQLs to SALs

FIELD SALES:
SALs to SQLs to CLOSE

The Old Demand Gen Buyer's Journey



WARM WATER = LOW MOTIVATION = LONG SALES CYCLE

Initiative

Research

**Initial
vendor
contact**

Evaluation

Purchase

Decision-Maker

Influencer

Evaluator

Decision-Maker



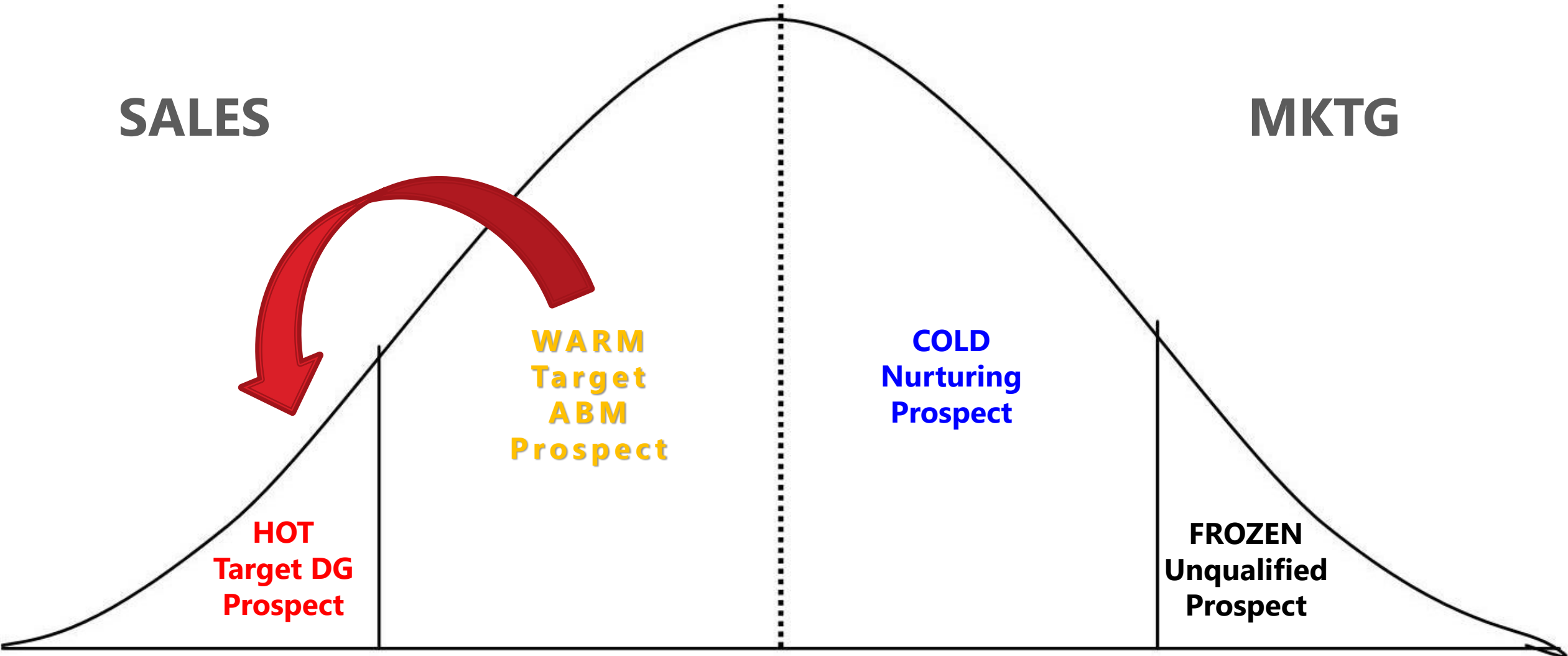
**Generic
Content**



Gartner

*"With demand gen, accounts
are **57%** into their Journey
before initial vendor contact."*

Buyer's Bell Curve



FROG = Focus on Risks to Optimize Gains



3X More Motivated

"When engaging Decision-Makers early in the Buyer's Journey, UURs drive immediate action."

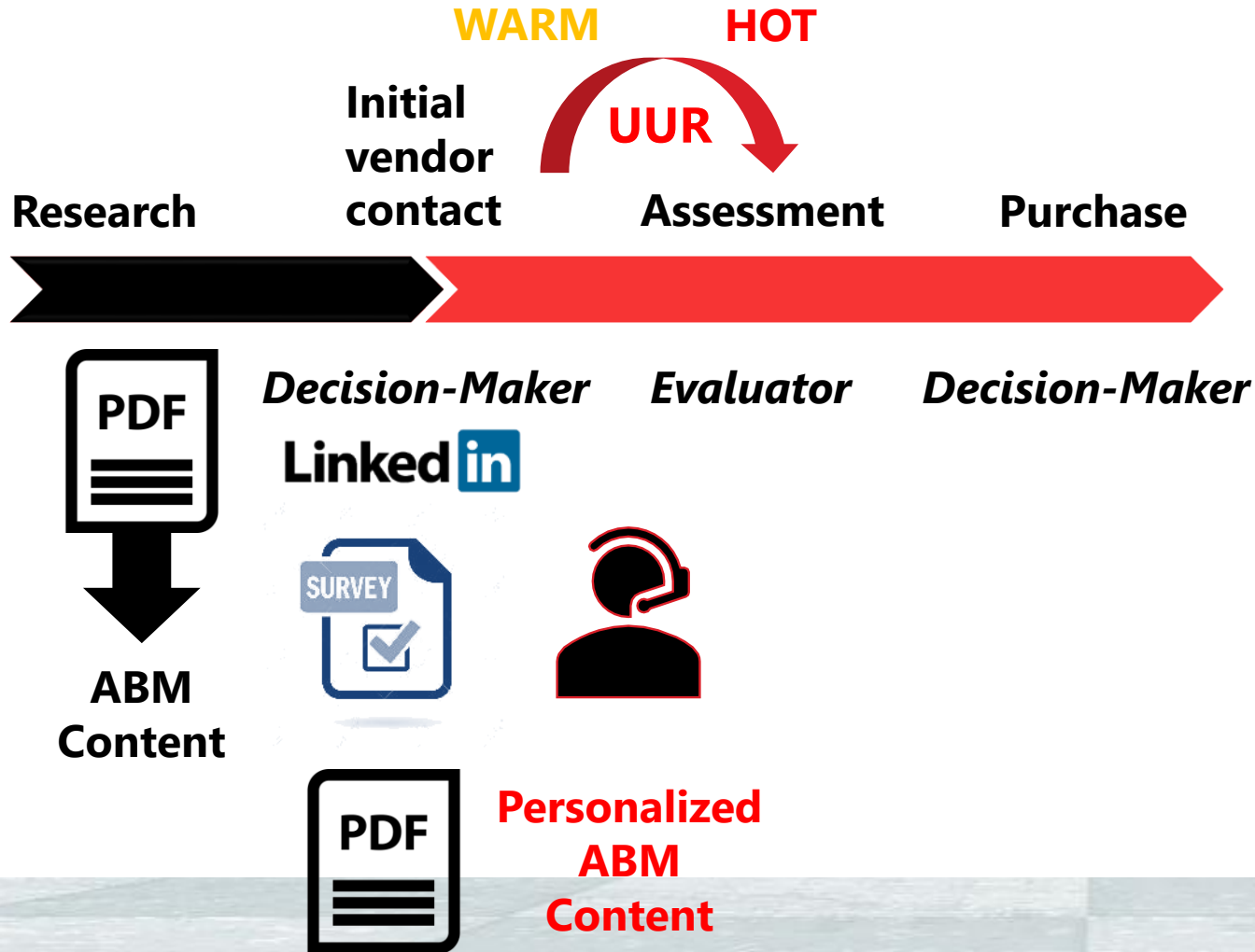




UNKNOWN URGENT RISKS: |
UURs

FROG ABM Buyer's Journey

HOT WATER = HIGH MOTIVATION = SHORT SALES CYCLE



*"At the highest level, ABM is about reaching the right **senior executives**. You don't maintain a conversation at this level with generic messages – or with slick content that signals 'generic marketing.'"*

**Megan Heuer, VP and Group Director,
SiriusDecisions**

A Decade of Sales Engagement Success



Accolades



“...leveraged cutting-edge neuroscience to dramatically improve lead conversion rates, shorten sales cycles, and increase our closing percentages.”

Walter Leverett
Director of Sales



“...a unique, quality-driven approach to lead generation that stays focused on the task at hand - generating great opportunities for our partners.”

Nicole Boss,
Product Manager



“...a unique combination of cutting-edge digital marketing, neuroscience messaging, and social media profiling, as well as expert sales coaches on prospect calls.”

Lisa Dreher
VP Marketing



“...insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute.”

Matthew Weaver
Sr. Director of Global Enablement



“...helped us build and implement a world-class lead nurturing program.”

Dave Martin, Director of Product Marketing



INTERMEDIA

“...an effective way for sales reps to improve their ability to captivate prospects and customers and close deals.”

Luis Curet, VP Sales



“...we have been introduced to a number of high-quality contacts at organizations that can actually use our products and services.”

Terry Murray, Sales Director



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